



Company Overview: Heavy Equipment



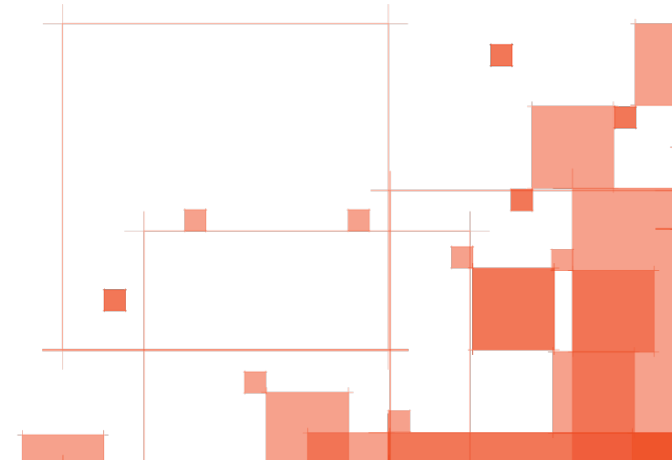
Presented by: Manuela Mueller
Date: July 15, 2019

Presented to:

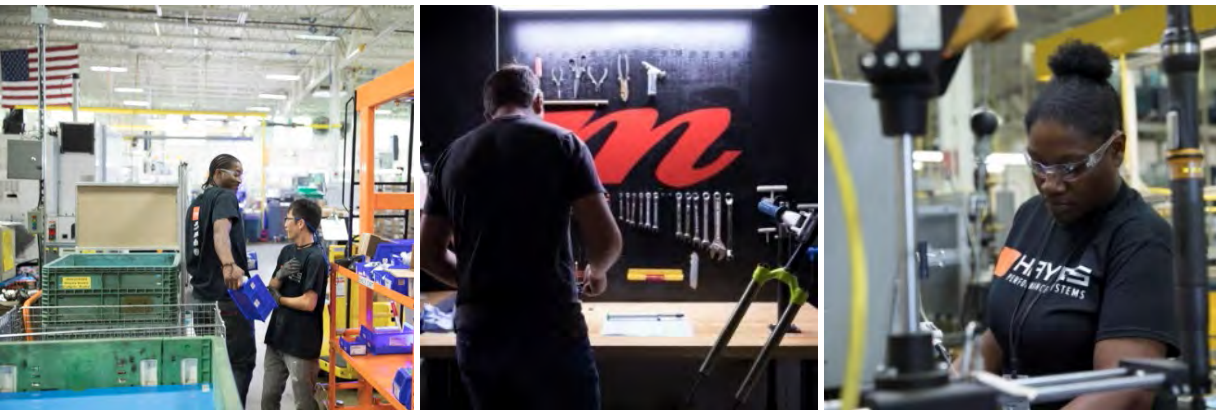
Insert Logo Here

Outline.

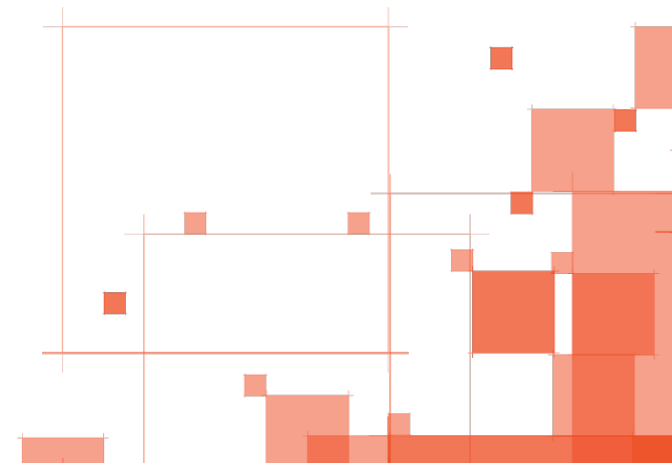
- About Hayes Performance Systems
- Global Footprint
- Where We Play
- History
- Capabilities
- Heavy Equipment Product Offering



What We Do.



Comprised of 500+ dedicated team members, Hayes Performance Systems is a **premier manufacturer of brakes, suspension systems, wheels, and components** for the powersport, mountain/road bike, motorcycle, turf care, agriculture, construction, and government markets.



Mission Statement.

Hayes Performance Systems is a team of dedicated people who share passion, expertise and high standards. We deliver exceptional results through our dedicated execution of the Hayes Business System.

The Hayes Business System identifies the importance of customers, motivated & empowered employees, superior products, strategic focus, agility & accountability. It defines who we are and what it takes to become a World Class Company.



We will become the #1 Brake Expert for the Motorcycle Industry, producing a family of brake systems that deliver the control our customers demand!

We will deliver the adrenaline-charged ride our power sport and bike customers crave with expertly designed and finely tuned brake systems, suspension systems, wheel systems & components.

We will deliver powerful & reliable brakes for our customers that work the fields, move dirt & defend our country!



Vision Statement.



Power Brand.



Hayes Bicycle Brands



HAYES

Disc Brakes (MTB)



Forks & Shocks (MTB)



Wheelsets, Rims & Hubs (MTB)



REYNOLDS

Carbon Wheels (Road/MTB)

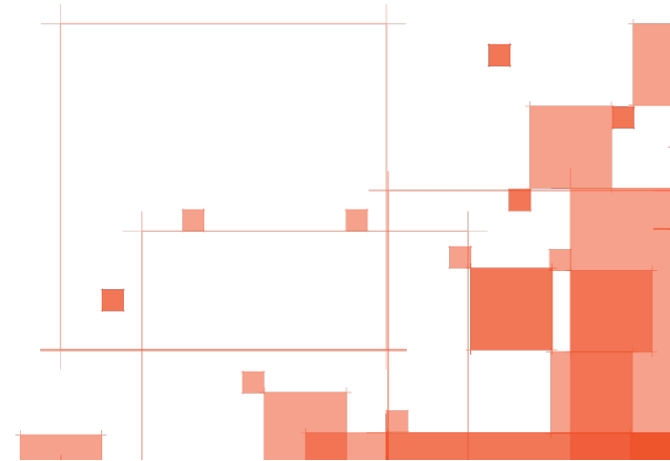


Handlebars, Stems & Pedals (MTB)



Spokes

Where we play.



Global Presence.

North America



Mequon, WI, USA
World Headquarters



Draper, UT, USA
Development Center



Europe



Garching, Munich, Germany
European Operations, Sales, Marketing & Distribution

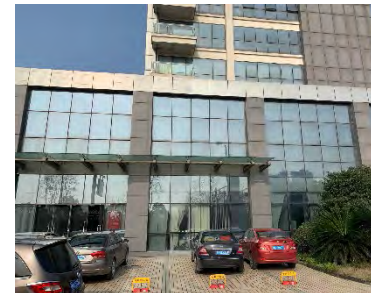
Asia



Taipei City, Taiwan
*Asian Headquarters
Sales, Marketing,
Sourcing & Quality*



Jinhua, Zhejiang, China
*Rim, Wheel and
Hub Manufacturing*



Hangzhou, Zhejiang, China
*Carbon Wheel
Manufacturing*



Wugu, Taipei, Taiwan
*Suspension
Manufacturing*

Where we started.

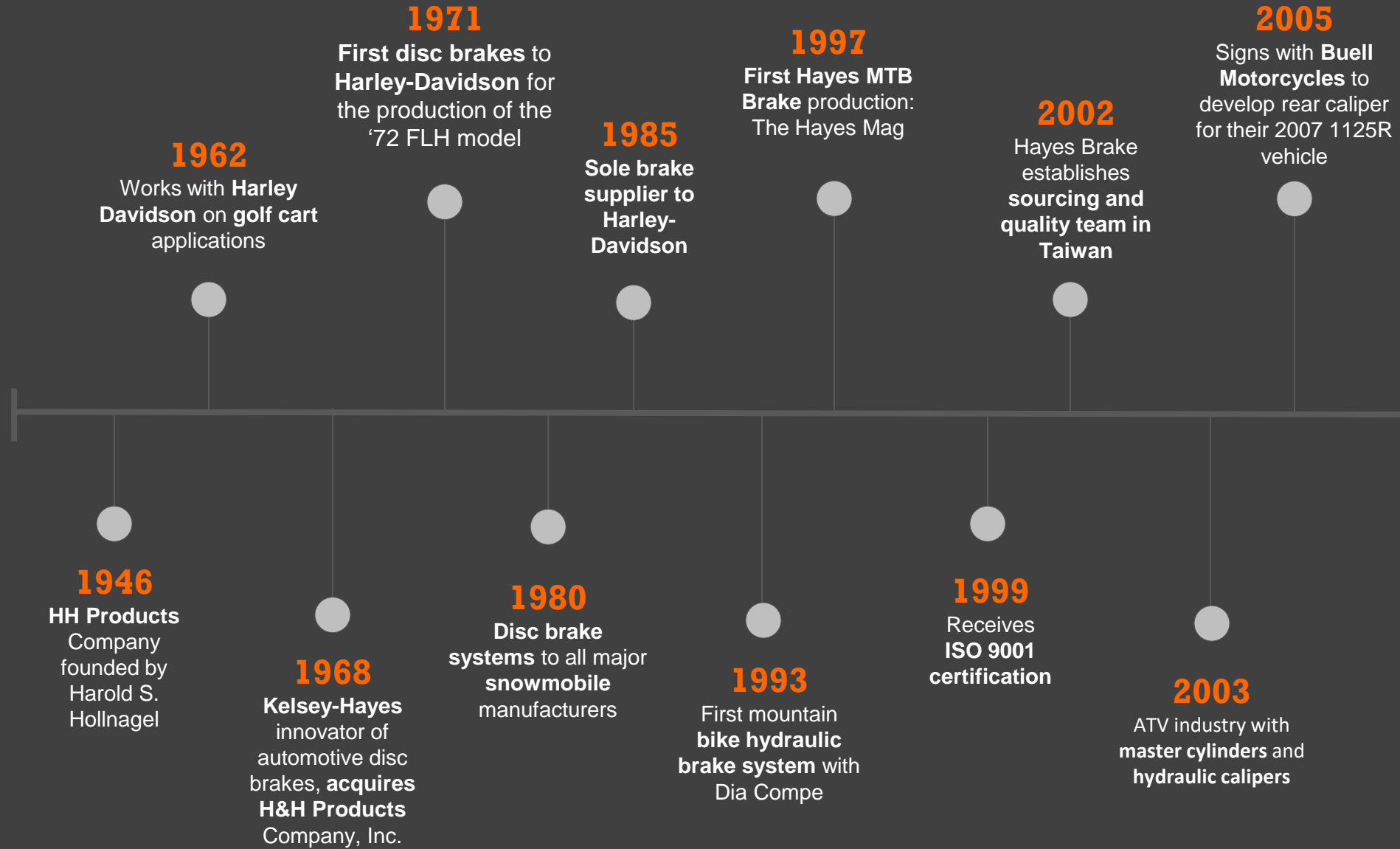
Our humble roots begin in 1946 as HH Products, a Milwaukee manufacturer of parts for outboard motors.

Names & Logos Throughout the Years

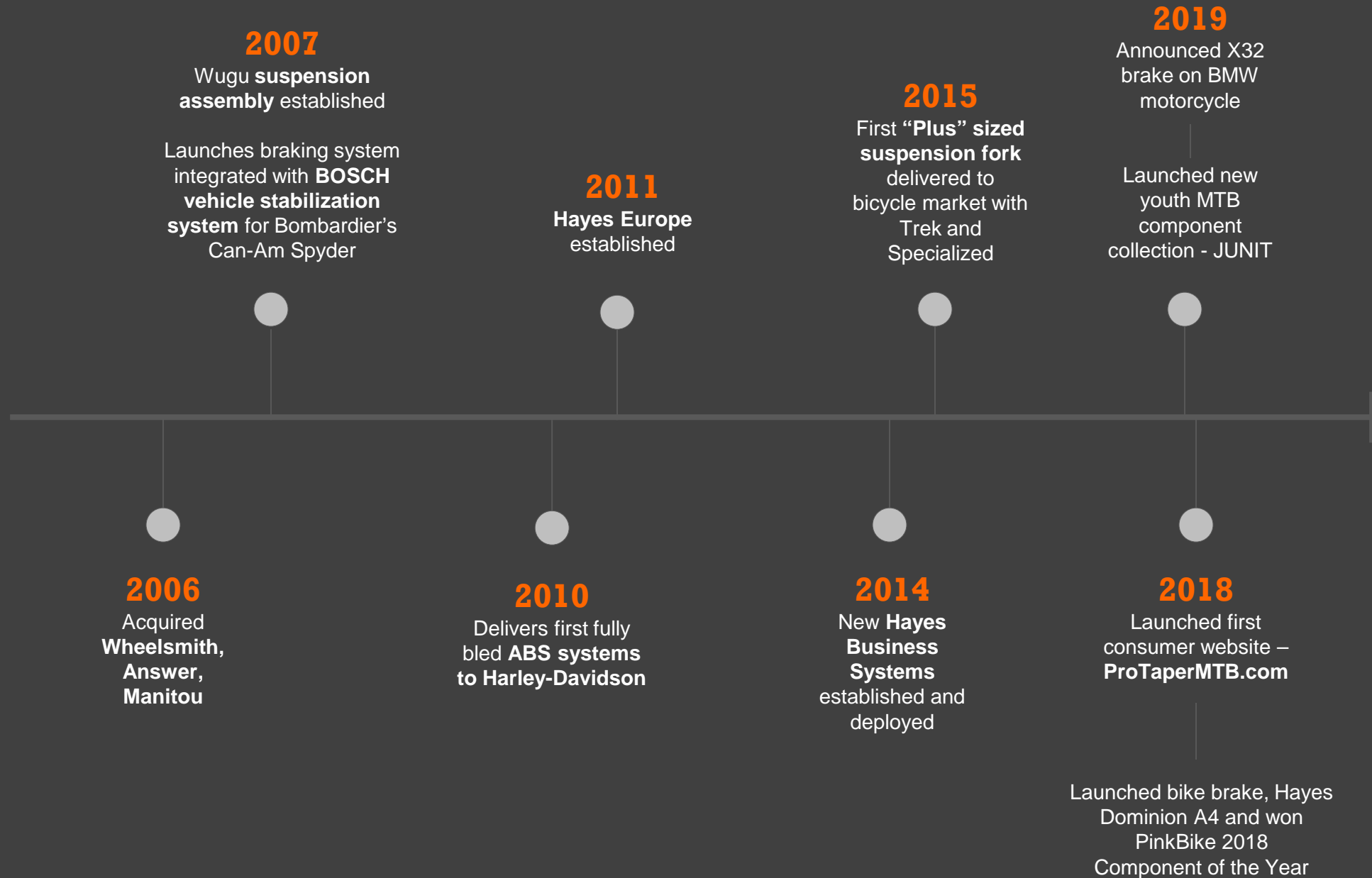


Harold E. Holnagel, general manager of H-H Products, is happy about the newest item from his Mequon company, a self-energizing, caliper disc brake for bicycles, minibikes and other recreational vehicles. —Sentinel Photos by John E. Biever

HISTORICAL TIMELINE



HISTORICAL TIMELINE



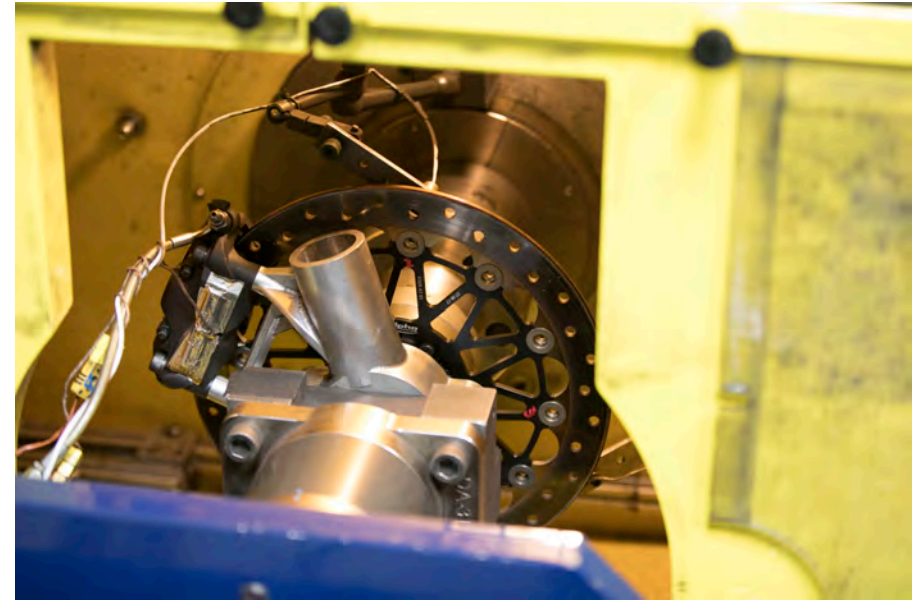
Manufacturing Practices & Capabilities.

- ISO 9001:2015 Registered
- In-house FEA and NVH Expertise
- Follow APQP Standards
- Practice Lean Manufacturing Techniques
- Evac & Fill
- Cellular Manufacturing
- Quality at the Source
- Single Piece Flow
- Visual Controls
- Vacuum & Pressure Testing
- Product Traceability – Rubber & FM



Testing & Validation Capabilities.

- Dyno
- Shaker
- MTS
- Bench DAQ
- Vehicle DAQ
- Environmental chambers
- Machine shop (prototypes)





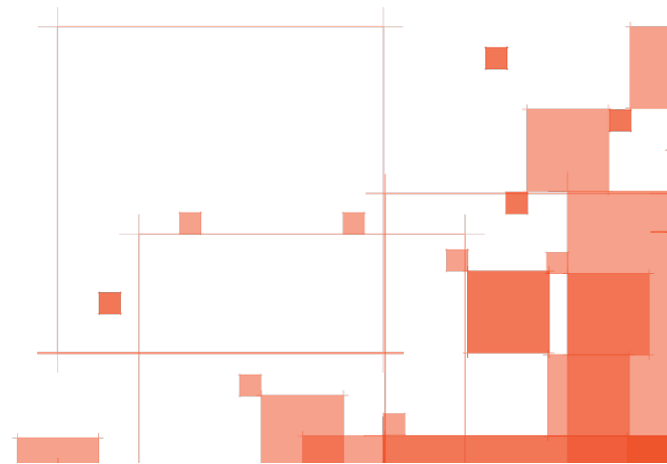
Ag

Agriculture



WORK THE FIELDS SAFELY WITH BRAKES DESIGNED FOR AGRICULTURE

The engineers at Hayes Performance Systems know all about agricultural equipment challenges. The machinery is dirty, exposed to the elements 24/7 and often subjected to caustic fertilizers. That's why the engineers at Hayes develop brake systems that are specifically designed to take on the environmental stressors impacting equipment for agriculture.



Ag Products.

Products include and not limited to:



1-663-1S



2-660-1S



600M



M100LM



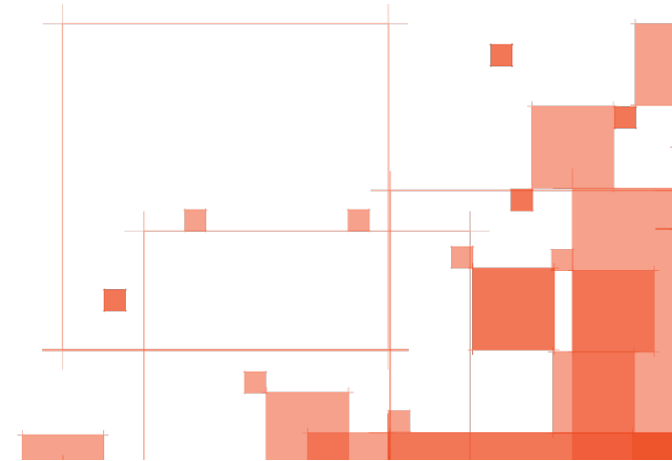
M100SA



M90



SAHR

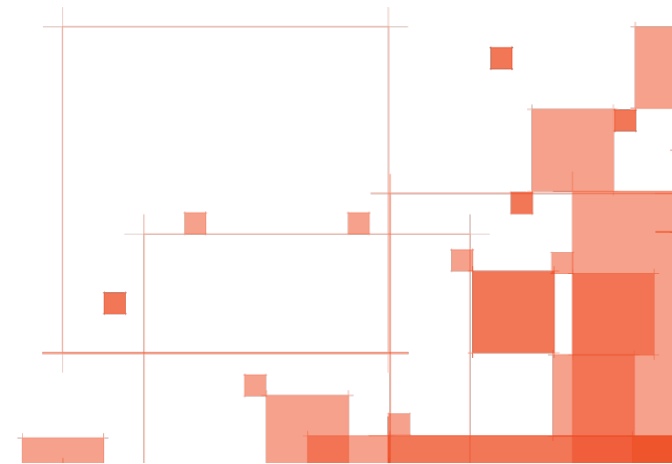






HEAVY-DUTY BRAKES FOR THE CONSTRUCTION INDUSTRY

Construction equipment has unique performance needs, like brake systems that can handle massive weight loads and a parking brake that stays truly parked. Plus, for OEMs there are huge contracts and timelines in play. Hayes engineers understand our OEMs' heavy equipment requirements for reliability, maximum uptime and lifecycle management.



Construction Products.

Products include and not limited to:



1-663-1SA



2-660-1SA



610M



M100HM



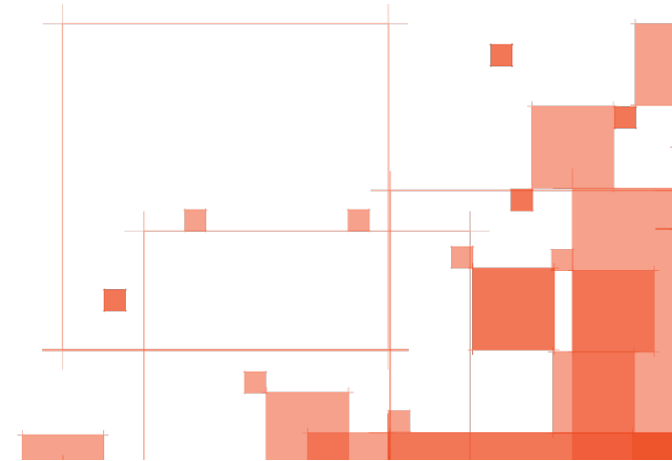
M100SH



M90



SAHR





We make powerful, reliable brakes... Regardless of the application!

